

**MILES FOR ADMISSION
TOPLINE REPORT**

Market: Chicago

Venue: Metro

Date: Sunday, 10/25/98

Time: 6:00pm Doors: 8:00 pm Talent

Talent (Band) Name: "Soul Asylum"

DJ Name: Todd Kasten

Attendance:

Item	Quantity
Total Attendance	291
Total Number of Redemption Forms	96
Total Number of Miles Collected	19,200
Consumers/Redemption forms with guests	81
Consumers/Redemption forms w/o guests	15
Total Redeemers plus guests	177
VIP guest list	114
Name Generation Survey Cards	15
DEMOGRAPHICS	
Male	21-24 (18) 25-29 (31) 30-34 (13) 35+ (6)
Female	21-24 (7) 25-29 (11) 30-34 (8) 35+ (2)

How Did They Hear About This Event?

ROP 7 Mailing 31 Friend 40 Bar 20 Other 1

Have You Ever Participated in a Miles Redemption Program Before?

Yes 52 % Yes 54% # No 44 % No 46%

Signage:

Item	Quantity	Location
Backlit Signs	6	2 by stage; 1 at entrance; 1 at caterer; 2 on third floor near bar
Music Napkins	2 cases	In all bar caddys; at buffet
B & R / Music Matches	1 case	In all bar caddys; in all ashtrays
Pods	2	1 front entrance way; 1 by stage
Red Hanging Banners	6	2 on stage; 1 by entrance; 3 on balcony
Speaker Scrims	0	Soundboard objection
Neons	4	1 chevron at 2 nd floor bar; 1 wall ashtray 2 nd floor bar; 1 chevron 3 rd floor bar; BBM 3 rd floor bar
Table Tennis	30	On bars, merch. table & catering area

Incentive Items:

Item	Quantity
Hats	96
T-Shirts	96
Lighters (For Name Generation)	15

Increase of Redemption Forms from Previous Show: 35%**Increase of Redeemers (plus guests) from previous show: 44%**

2070826951